

JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE:	Content Creator/Coordinator
DEPARTMENT:	Communications
REPORTING TO:	Senior Communications Manager
JOB TYPE:	Permanent
	Full time – 35 hours per week
LOCATION:	Office based in Coventry
DATE ISSUED:	August 2026

1 MAIN PURPOSE OF JOB

Responsible for supporting the Communications Department in delivering high-quality, mission-focused content and campaigns that advance the work of Samaritan's Purse UK and support ministry growth within the UK and internationally.

2 POSITION IN ORGANISATION

- Reports to Senior Communications Manager
- Collaborates closely with Communications team, Donor Ministries, Operation Christmas Child, and International Headquarters (IHQ)
- Works with internal stakeholders, external suppliers, volunteers, and ministry partners as required.

3 PRINCIPAL RESPONSIBILITIES

Content & Messaging

- Create compelling written, visual, and digital content for Samaritan's Purse UK, including website stories, fundraising appeals, marketing emails, prayer updates, and donor communications
- Write press releases, media alerts, and communications materials for review by the Senior Communications Manager and IHQ
- Support video and photography projects that communicate ministry impact
- Travel periodically across the UK to gather stories and interview volunteers, partners, and stakeholders.

Social Media & Digital Communications

- Support the development and implementation of media and social media strategies
- Draft, schedule, and report on social media content across multiple platforms
- Act as the primary point of contact for responding to comments and direct messages across Samaritan's Purse UK's social media channels, in a timely and on-brand manner
- Maintain the communications calendar and remain informed of social media trends and best practices
- Monitor communications performance and prepare reports on key metrics, including reach, engagement, and return on investment
- Provide website support, including content implementation and updates.

As Job Descriptions are for guidance and evolve over time, Samaritan's Purse International will review, amend, and update the Job Description, from time to time in consultation with the post holder.

Campaign Coordination & Collaboration

- Coordinate day-to-day marketing projects, campaigns, and processes
- Work closely with Communications, Donor Ministries, Operation Christmas Child, and IHQ to ensure effective and coordinated communications efforts
- Coordinate assigned print projects with suppliers to ensure quality, timely delivery, and budget adherence
- Collaborate with designers, photographers, videographers, and project leads to support successful campaign delivery
- Manage multiple projects and deadlines in a fast-paced environment.

Fundraising & Ministry Support

- Support fundraising initiatives through compelling storytelling, direct mail pieces, appeal letters, and marketing collateral
- Edit and proofread communications materials to ensure accuracy, consistency, and brand alignment
- Collaborate closely with IHQ to ensure key messaging aligns with global ministry standards
- Lead and/or participate in daily devotions and participate in prayer support for the ministry, its donors, volunteers, and staff
- Follow policies and procedures of Samaritan's Purse
- Maintain a strong Christian witness to colleagues, vendors, charitable beneficiaries, and the general public.

4 OTHER DUTIES

- Such other duties as may be reasonably required, including practical involvement with Operation Christmas Child, Billy Graham Evangelistic Association and other ministry activities
- Other duties may be assigned that are not specifically identified within this job description.

5 OCCUPATIONAL REQUIREMENT

- In accordance with the Equality Act of 2010 and due to both the nature and context of the role there is an 'occupational requirement' for the post holder to be an evangelical Christian. The job holder should be committed to the purpose of SPI and be able to demonstrate enthusiasm for the Christian purposes of the organisation and be able to live out, hold to, support and contribute to its Christian ethos.

As well as maintaining a personal, active relationship with Jesus Christ you would be expected to demonstrate behaviour aligned with Samaritan's Purse's Mission & Vision Statement, Statement of Faith, policies, and expectations.

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PERSON SPECIFICATION

JOB TITLE: Content Creator/Coordinator

QUALIFICATIONS	ESSENTIAL	DESIRABLE
Education	Educated to degree level or equivalent in a relevant field, such as Marketing, Media, Communications, Public Relations, or Business.	

EXPERIENCE	ESSENTIAL	DESIRABLE
Relevant and demonstrable experience	3–5 years of proven professional experience in communications, marketing, media, or a related role - Proven experience using CRM systems, project management tools/platforms, and social media management platforms	

SKILLS	ESSENTIAL	DESIRABLE
Leadership and Interpersonal	Demonstrable experience of cross-organisational working and collaboration.	
Communication	Strong communication, relationship building, and stakeholder management skills.	
Literacy & numeracy	Excellent English writing and comprehension skills, able to distil information into professional reports and compelling content.	
Organisational	Self-motivated and action-focused with excellent time management skills.	
IT Skills	Proficiency in Microsoft Office and familiarity with analytics and reporting tools.	

ATTRIBUTES	ESSENTIAL	DESIRABLE
Occupational requirement to be a committed Christian	A committed Christian planted in a local church with a solid understanding of the Bible and a passion for the advance of the Gospel.	

CIRCUMSTANCES	ESSENTIAL	DESIRABLE
Travel	Willingness to travel periodically within the UK and occasionally worldwide.	